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## Building a Dementia Friendly Community

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# Hancock County Dementia Coalition

*Building a Dementia Friendly  
Community*

39<sup>th</sup> Annual Ohio Association of Gerontology  
and Education Conference  
April 24, 2015

# BUILDING A DEMENTIA CAPABLE COMMUNITY

*The Hancock County Dementia Coalition was founded in 2007 by the Alzheimer's Association, Northwest Ohio Chapter and the Hancock County Agency on Aging. It quickly grew to include several county agencies, organizations, and businesses.*

# OUR VISION AND MISSION

**Vision:** To create a community that is aware and accepting of individuals with dementia

**Mission:** To achieve and maintain a community which:

- Is skilled in identifying, supporting, and providing care for persons with dementia and their care partners
- Is knowledgeable about services that can assist individuals and families affected by dementia
- Is capable of providing linkage to those agencies and organizations
- Includes persons who have dementia in the life of the community
- Understands and acts upon dementia risk reduction information

# STRUCTURE OF THE HANCOCK COUNTY DEMENTIA COALITION

- Advisory Group
  - 15 Community leaders in various fields
- Executive Committee
  - 18 Community leaders in various fields

# OVERARCHING GOALS OF THE DEMENTIA CAPABLE GRANT

- In 2013, The Hancock County Dementia Coalition received a grant from The Findlay-Hancock County Community Foundation to:
  - Develop Hancock County into a dementia capable community
  - Create a model of dementia capability that can be replicated and sustained in other communities

# HOW DO WE CREATE A DEMENTIA FRIENDLY COMMUNITY?

- Provide education and training to numerous populations
- Recruit, train, and support Speaker's Bureau volunteers
- Develop an annual dementia capable recognition program for businesses, organizations, and other entities
- Evaluate grant activities for effectiveness and replication

# STATEWIDE INITIATIVES

## Ohio Dementia Capable Project:

### Statewide Initiative

- Training Area Agencies on Aging staff
- Increasing Community Awareness of Disease – Healthcare provider outreach
- Statewide evidence-based program: BRI Care Consultation
- Quality Assurance and Evaluation




# ACCOMPLISHMENTS TO DATE

- Executive Committee Roster strengthened
- Common agenda was discussed with Advisory Group and Executive Committee members
- SWOT Analysis was completed in December 2013 to brainstorm the strengths, weaknesses, opportunities and threats of creating a dementia capable community
- Community Needs Assessment Survey developed and distributed into community

# ACCOMPLISHMENTS TO DATE

- Hancock County Dementia Coalition flyer created
- Hancock County specific dementia resource list for families
- New list of local resources created for families including free/reduced cost events for seniors
- Participation in Hancock County Health Survey – included questions about dementia



The flyer features a photograph of a young woman with dark hair smiling and leaning her head against an elderly woman with white hair and glasses, who is also smiling. They are in a home setting with a lamp and a vase of flowers in the background.

**Hancock County Dementia Coalition**

*Creating a community that is aware and accepting of individuals with dementia*

PRESENTED BY THE HANCOCK COUNTY DEMENTIA COALITION

GET INVOLVED

### About Us

#### Our Mission

To create a community that is aware and accepting of individuals with dementia.

#### Our Vision

Our vision is to create a community which:

- Is skilled in identifying, supporting and providing care for persons with dementia and their care partners
- Is knowledgeable about services that can assist individuals and families affected by dementia
- Is capable of providing linkage to services and organizations
- Includes persons who have dementia in the life of the community
- Understands and acts upon reducing the risk of dementia

#### Services

Speaker's Bureau is available for the following groups, but not limited to:

- Schools
- Business/industry administration and personnel
- Civic and social organizations
- Faith communities
- Retirement clubs
- Service organizations
- Support groups
- Health and wellness groups


#### Topics

Presentations are geared to the audience and will include information on:

- Brain Health
- Dementia Risk Reduction Strategies
- Warning signs of Alzheimer's disease
- Communication Tips
- Community Resources

#### How the Dementia Coalition Can Help Your Business, Organization, & Associates

- Provide speaker for Lunch 'n Learn opportunities (presentation times are flexible)
- Supply a dementia resource guide to assist employees who are in a caregiver role
- Raise awareness of brain health, early signs of dementia, and coping strategies
- Supply a representative and handouts for health fairs



**Contact Us**  
Alzheimer's Association  
Northwest Ohio Chapter

# ACCOMPLISHMENTS TO DATE

- Ongoing research of dementia capable models from other states and countries
- Involvement with Hancock County long term care services and support, and senior/health care providers
- Participation and attendance at community events and meetings
- Attendance to local support groups and educational programs
- Collaboration with media outlets in the community



Working for a dementia-friendly Hancock County

**A**s the aging population continues to grow, the Northwest Ohio Chapter of the Alzheimer's Association wants to make sure that they have the support they need from the Hancock County community.

The chapter's Hancock County Dementia Coalition — a partnership of education, business, law enforcement, healthcare and non-profit agencies working together to promote a dementia-friendly community — has been working to educate citizens to identify, support and provide care for individuals with dementia, as well as help link these individuals with dementia and their families with services offered in the community.

"This is the only county in Ohio that is doing a dementia-friendly project," said Elizabeth Marvin, Dementia Coalition Coordinator for the Alzheimer's Association. Marvin noted that more than 1,600 individuals in Hancock County living with a dementia diagnosis, and about 5,000 caregivers.

"It's likely that everybody knows somebody with the disease," Marvin said.

While Alzheimer's disease and other forms of dementia can strike early, the majority of those who are affected are seniors.

"We do see the bulk of it being 65 and older," Marvin said.

Founded in 2007, the Dementia Coalition offers a speaker's bureau that can provide presentations regarding dementia. Presentations cover brain health, risk-reduction strategies, warning signs of Alzheimer's disease and more.

The next educational event, "Understanding Alzheimer's and Dementia," will take place 6:30-8 p.m. at The Legacy at The Heritage, 2820 Greenacre Drive, Findlay. Findlay neurologist Dr. Joseph LaMancusa will be the speaker.

The event is free and refreshments will be provided. Those interested in attending should RSVP by calling 1-800-272-3900.

"There are a lot of resources in the community that most people do not know about,"

Marvin said. "If we can all be educated on what's available to the aging population, then we can better refer and help each other out."

Anyone interested in a presentation may contact the chapter at 419-425-5409.

The Dementia Coalition is supported through a two-year grant from the Findlay-Hancock County Community Foundation.

In addition to the continued work of the Dementia Coalition, Hancock County will host its 2014 Walk to End Alzheimer's Saturday, Sept. 20, at the University of Findlay Koehler Center.

Registration begins at 9:30 a.m., followed by the opening ceremony at 10:30 a.m. and the walk at 11 a.m.

Marvin said last year's walk brought in \$51,498 to the Alzheimer's Association. This year's fundraising goal for the walk is \$60,000.

Those interested in registering should contact Kate Zenone at 419-537-1999 at [kzenone@alz.org](mailto:kzenone@alz.org), or visit [act.alz.org/Findlay2014](http://act.alz.org/Findlay2014) for more information.

# COMMUNITY COLLABORATIONS

- Be Healthy Now Hancock County
- Brown Mackie College
- Findlay City Health Department
- Findlay City Schools
- Findlay Senior Towers
- Findlay Young Professionals
- Hancock County Coordinating Council
- Hancock County Educational Service Center
- Hancock County Senior Center
- Hancock County Sheriff's office  
Project Lifesaver
- HATS – Hancock Area Transportation Services
- Helping Hands
- Marathon Petroleum Corporation
- Millstream Career Center Medical Technology Students – Skills USA project
- TLC for Long Term Care
- Triad
- University of Findlay – OT, PT, Nursing, Pharmacy
- Whirlpool Corporation

# ACCOMPLISHMENTS TO DATE

- **70 Programs** completed from November 2013 to present, at schools, businesses, faith communities, long term care facilities, home health care agencies, rotary groups, and other community groups
  - Goal is 30 programs per year according to the grant
- We have reached over **1,300 individuals** in Hancock County from November 2013 to present



# SPEAKER'S BUREAU VOLUNTEERS

- **30 volunteers** from various backgrounds (students, retired professionals, health care professionals, family caregivers, teachers, etc.)
- Facilitate and participate in education programs, health fairs, community resource fairs, administrative work, etc.
- Also participate in Advocacy events



# CONNECTING WITH STUDENTS IN HANCOCK COUNTY



Photo provided by:  
<http://www.alz.org>

- Speaker's Bureau Schools Curriculum:
  - Dementia education
  - Effective communication strategies
  - Healthy lifestyle choices/risk reduction strategies
  - Local volunteer opportunities
  - Community resources
- Implementation of programs at local schools including middle school, high school, and university level students

# SCHOOLS CURRICULUM

## **2015 Alzheimer's Association Facts and Figures:**

<https://www.youtube.com/watch?v=kcI5UVwFyN0>

## **“Hi, My Name is Brittany”:**

<https://www.youtube.com/watch?v=tKYxKsBMcfI>

## **Interactive Brain Tour:**

<http://www.alz.org/braintour>

## **A Teens Guide to Alzheimer's disease:**

<https://www.youtube.com/watch?v=FbQyG7uxcUc>

## **Seth Rogen Opening Statement:**

<https://www.youtube.com/watch?v=UHqx3-mfHAY>

## **Instead of Your Name:**

<http://prichardfund.org/video/>



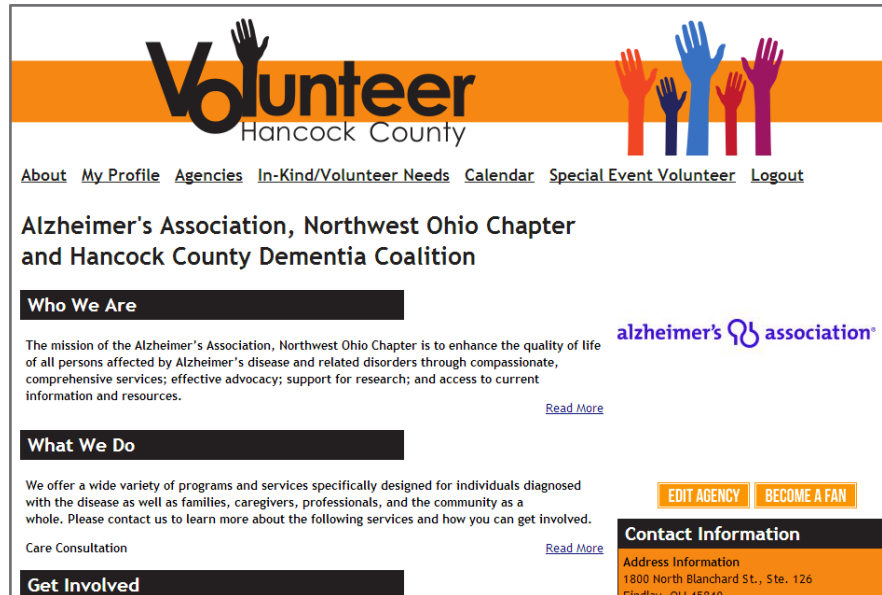


# CONNECTING WITH STUDENTS IN HANCOCK COUNTY

- Audience ranging from 6<sup>th</sup> grade to high school seniors, and collegiate level programs focusing on health professions, occupational therapy, nursing, etc.
- The Hancock County Dementia Coalition has reached over **750 students** from May 2014 to present



# CONNECT WITH US



<https://www.facebook.com/HancockCountyDementiaCoalition>



<http://www.volunteerhancockcounty.org> >  
Alzheimer's Association, NW Ohio Chapter  
and Hancock County Dementia Coalition



# THANK YOU!

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